



MENOMONEE VALLEY

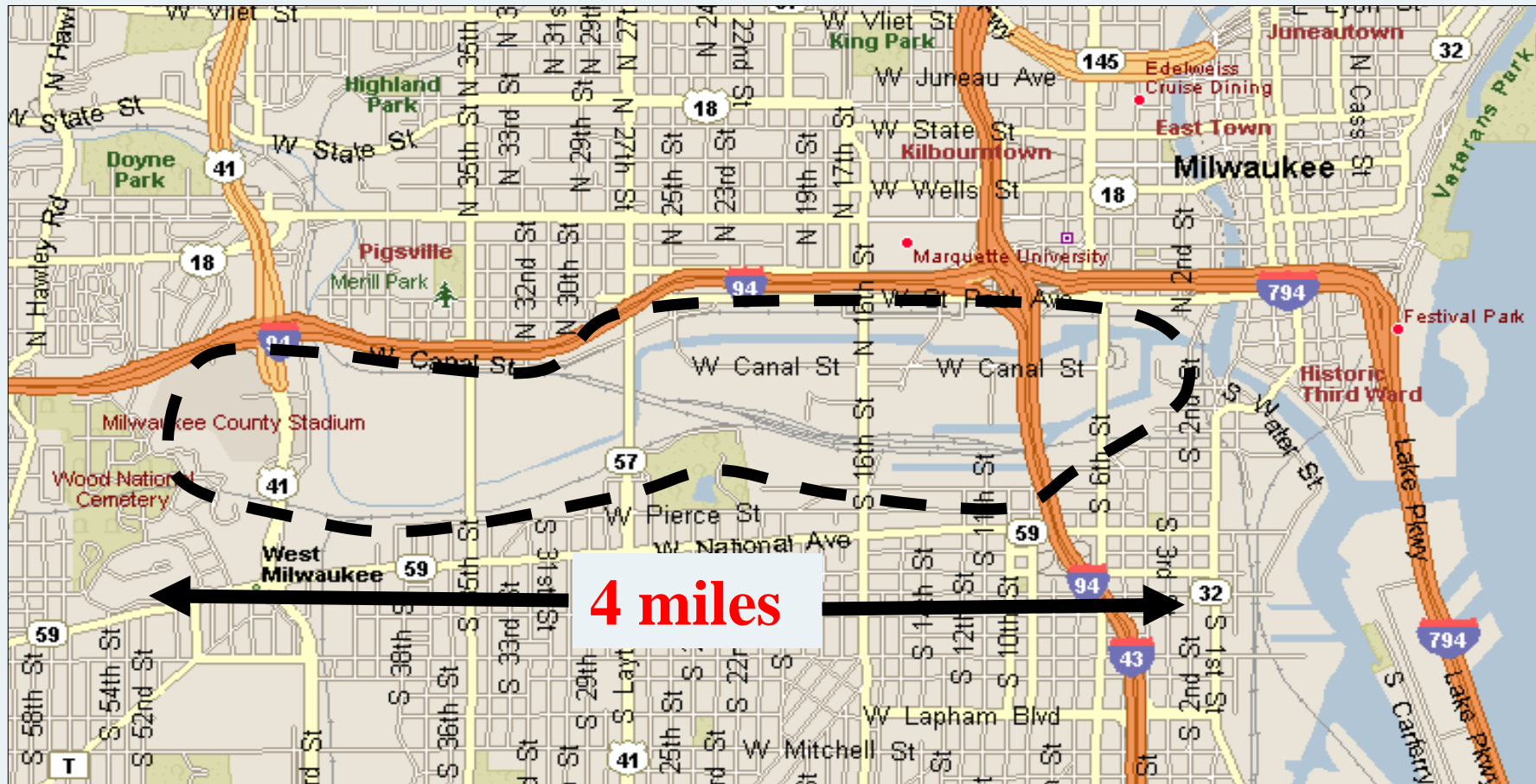
MILWAUKEE WISCONSIN

Presentation Overview

1. Valley Background
2. The Plan and Laying the Groundwork
3. Doing the Groundwork
4. Lessons Learned

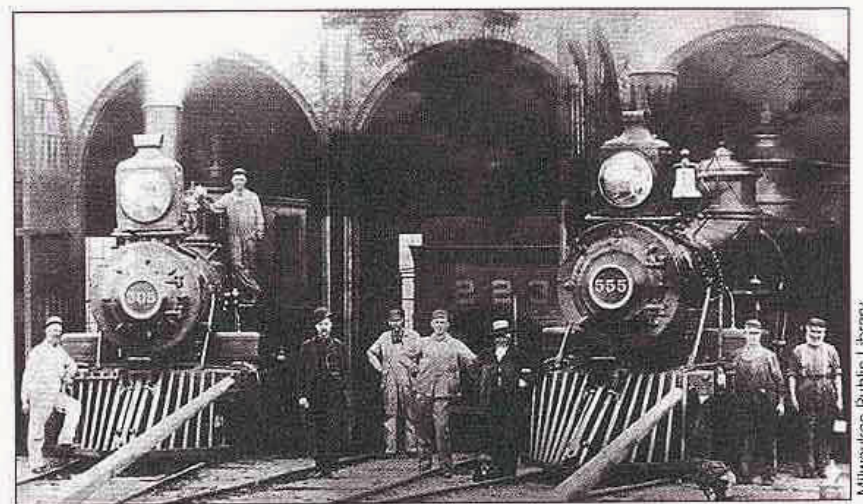
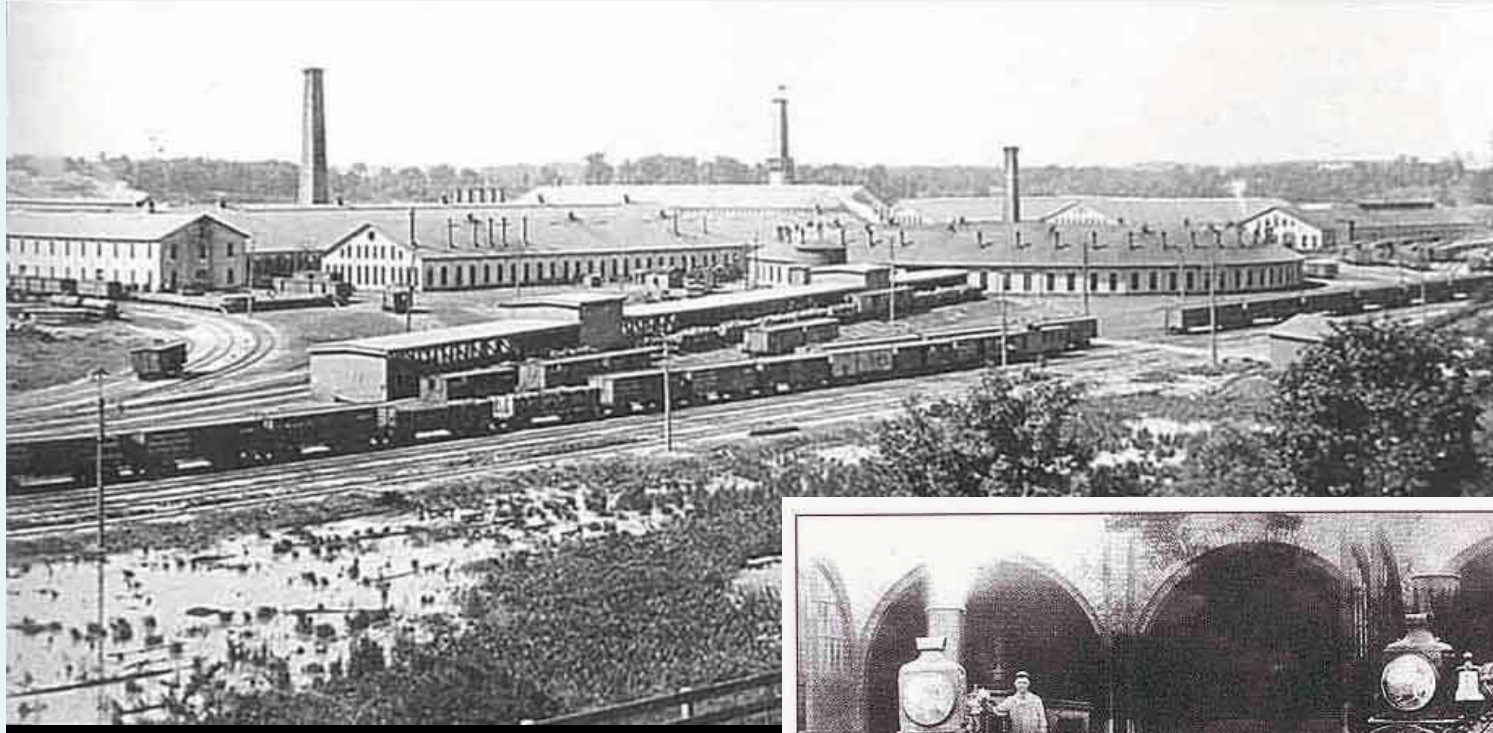
Menomonee Valley: Heart of the City

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Menomonee Valley: Heart of the City

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Challenges to Redevelopment

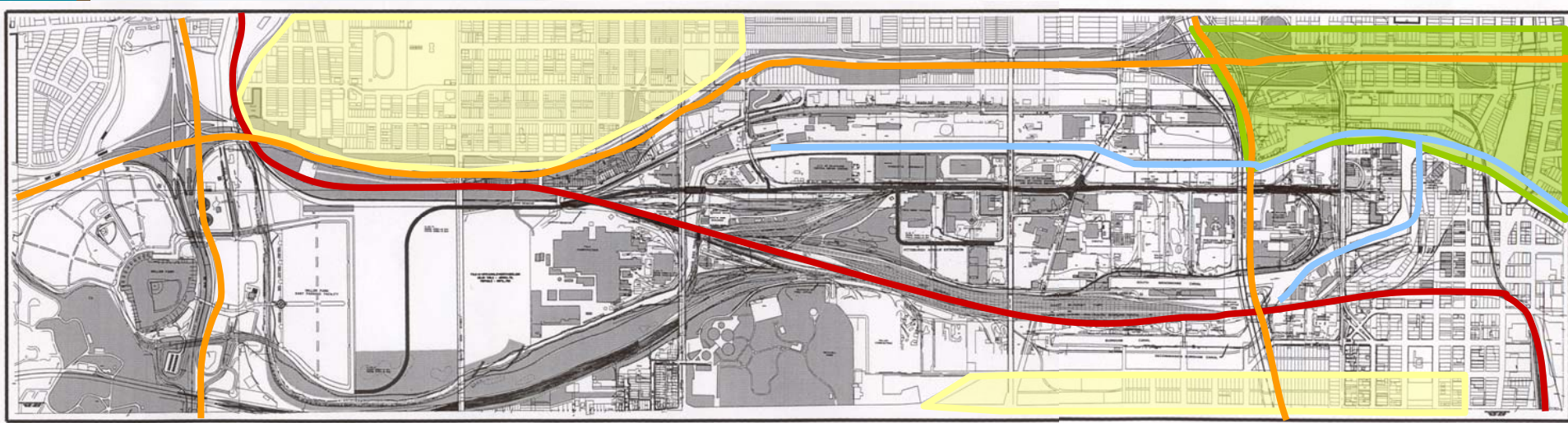
Infrastructure
Environment
Appearance



Great Location for Business

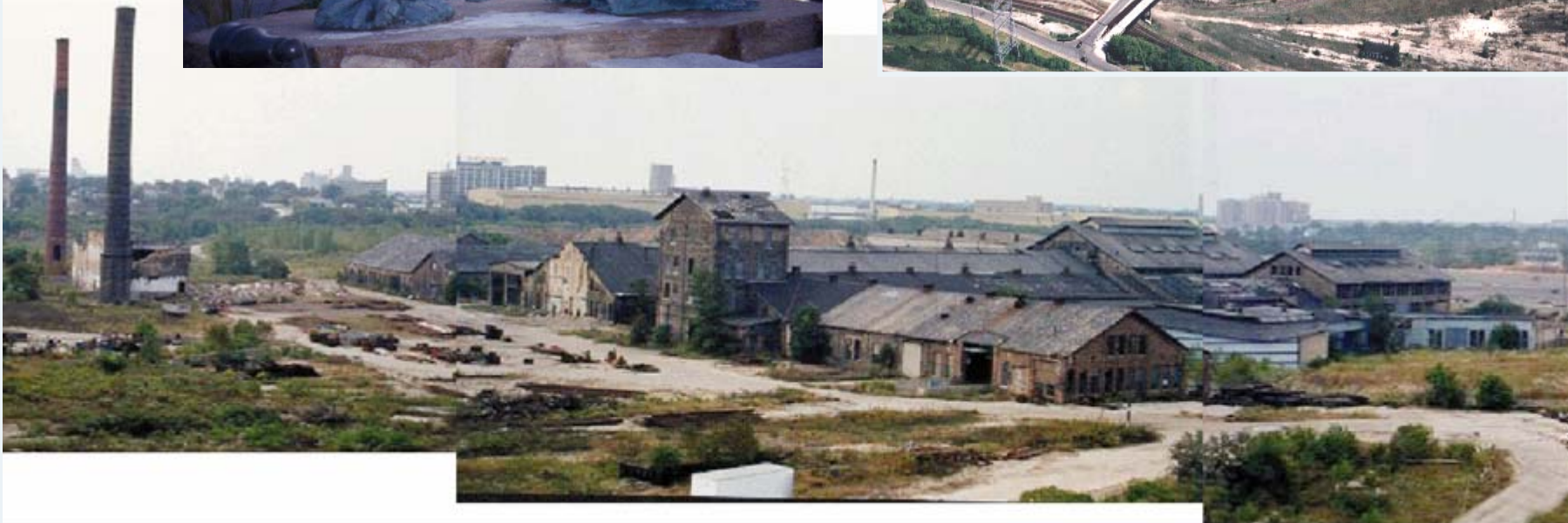
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Close to Downtown
Close to Workforce, Housing
Access: Rail
Water
Interstate



Menomonee Valley: Heart of the City

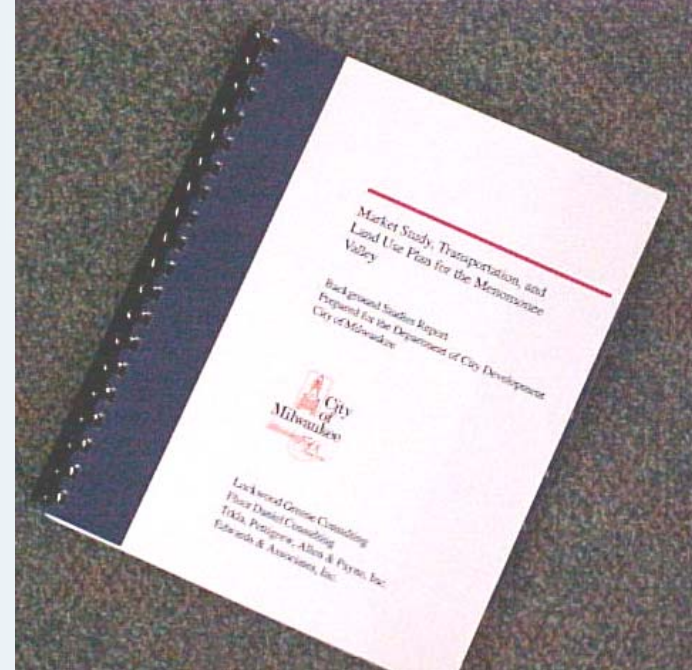
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1998 Market Study & Land Use Plan

“Gotta Get a Plan”

- ✓ Conventional Plan
- ✓ Co-sponsors (MVBA)
- ✓ Establish the ground rules
- ✓ Establish priorities & adopt framework
- ✓ Talk Economics, Be Environmental
- ✓ Links to other studies, plans, goals, and reports.

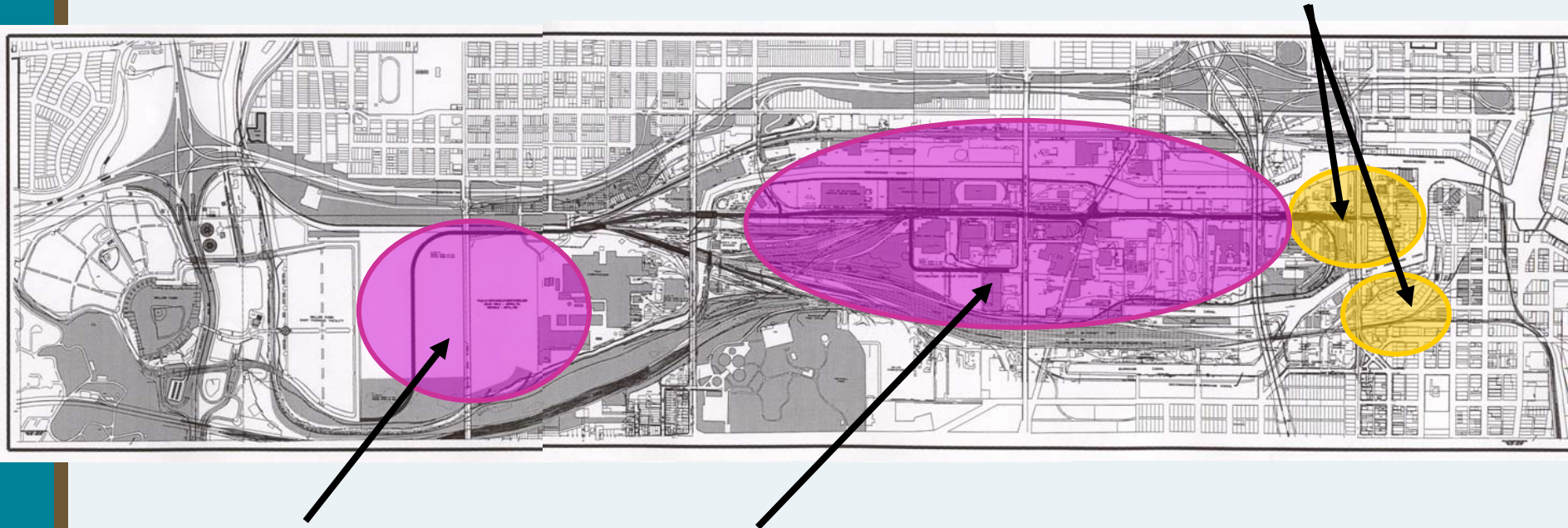


1998 Market Study & Land Use Plan

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East End: Mixed Use Development

- A transitional zone between the industrial and Downtown

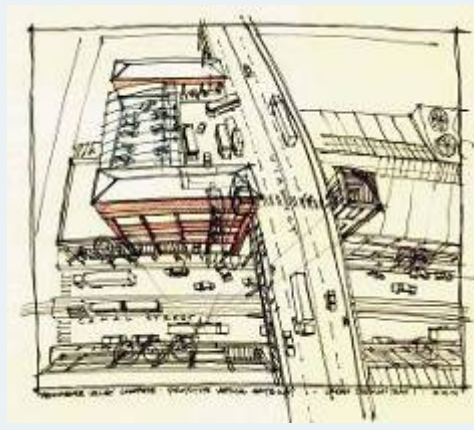
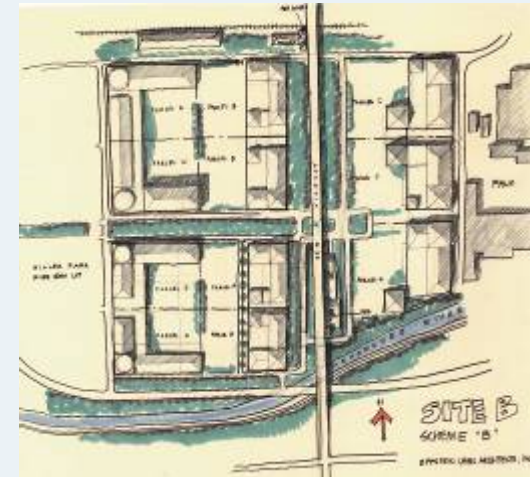


West End and Central Valley: Manufacturing
Take advantage of Milwaukee's best industrial sites

Design Charrette

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Refine and Illustrate Land Use Plan Objectives



Design Charrette



Keys For Sustainability

1. Transportation, Circulation, Linkage
2. Mixed Uses
3. Utilities & Infrastructure
4. Environmental Remediation
5. Green Building
6. Open Space & Habitat Restoration
7. River as an Amenity

Quantify the Potential

Milwaukee's Largest Industrial Sites:

Approx. 200 acres of available / underdeveloped land

Job Creation:

5000 family-supporting jobs

Tax Base:

\$4M property taxes

Quality of Life:

7 miles of recreational and bicycle trails



Laying the Groundwork: Organizational Infrastructure



A revitalized Valley at the center of Milwaukee

Economically, with strong companies and jobs near workers' homes;

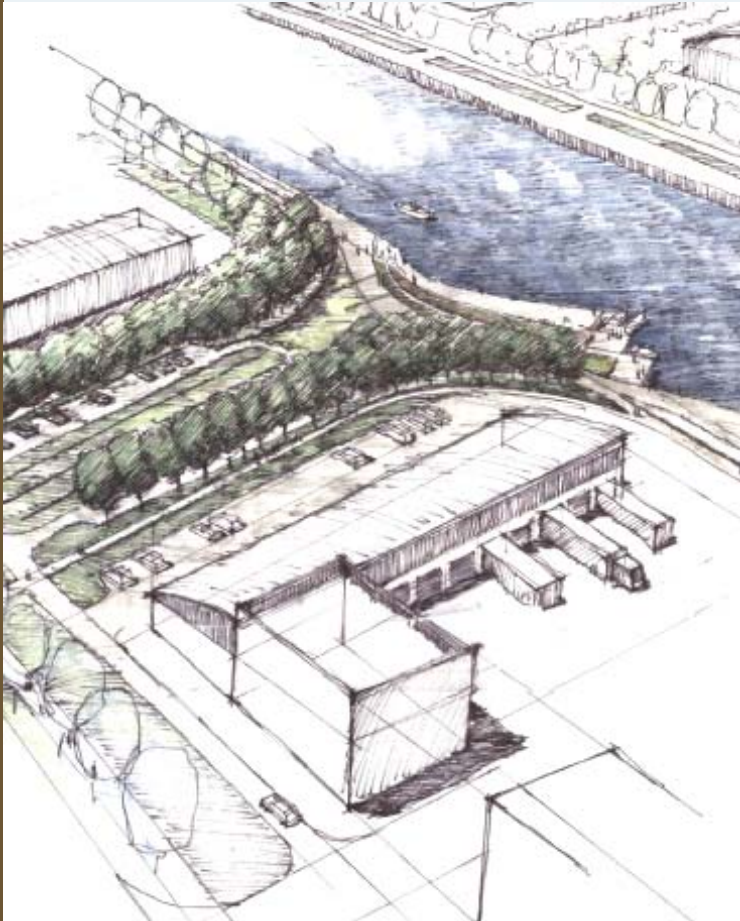
Geographically, with renewed ties to the surrounding city;

Ecologically, with healthy waterways and greenspace;

Culturally, with firm roots in its past and a role in histories to come.



Laying the Groundwork: Environmental



Groundwater Testing

Much less contamination
than feared

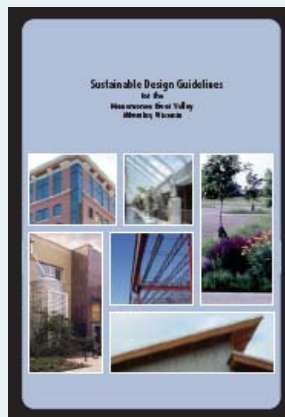
Brownfield Grants

State Funding: \$2.4 M
EPA Grants

Planning Centralized Stormwater Treatment

3 shared treatment areas
planned

Laying the Groundwork



Sustainable Design Guidelines

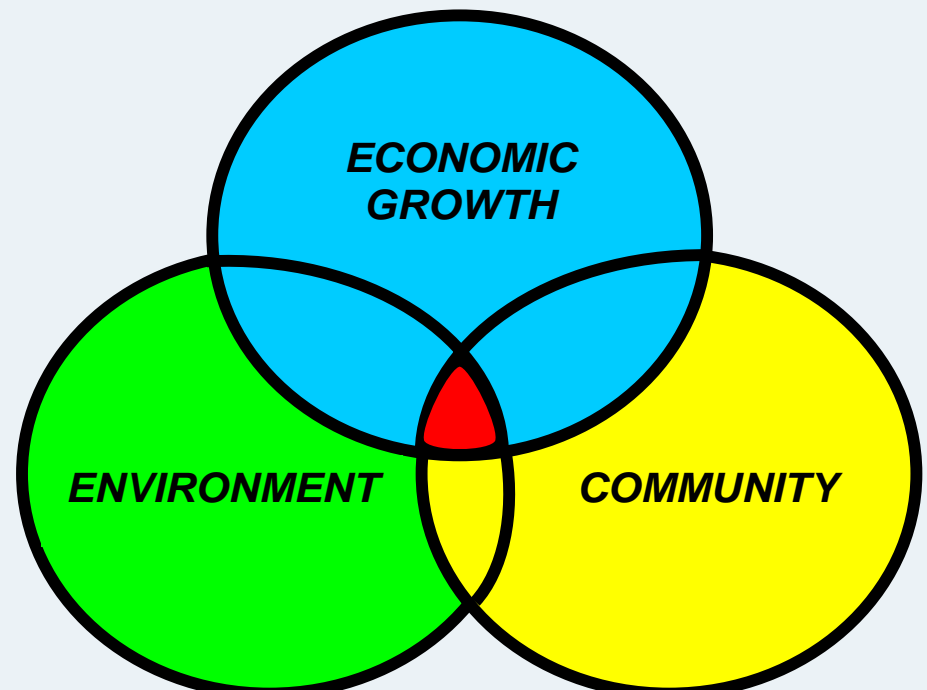
- Practical, cost-effective approaches
- Vetted by industry professionals
- High performance leads to higher returns on upfront investment
- Improve aesthetic quality & environmental performance

Laying the Groundwork: Set Benchmarks

Menomonee Valley Benchmarking Initiative

- 50 Group-Defined Indicators
- 5-Year Intervals, 2005
- Collaborations

SUSTAINABILITY



Laying the Groundwork: Set Benchmarks



Economic/Business impact

Added

27 jobs

Impact on

11%

21%

Environmental

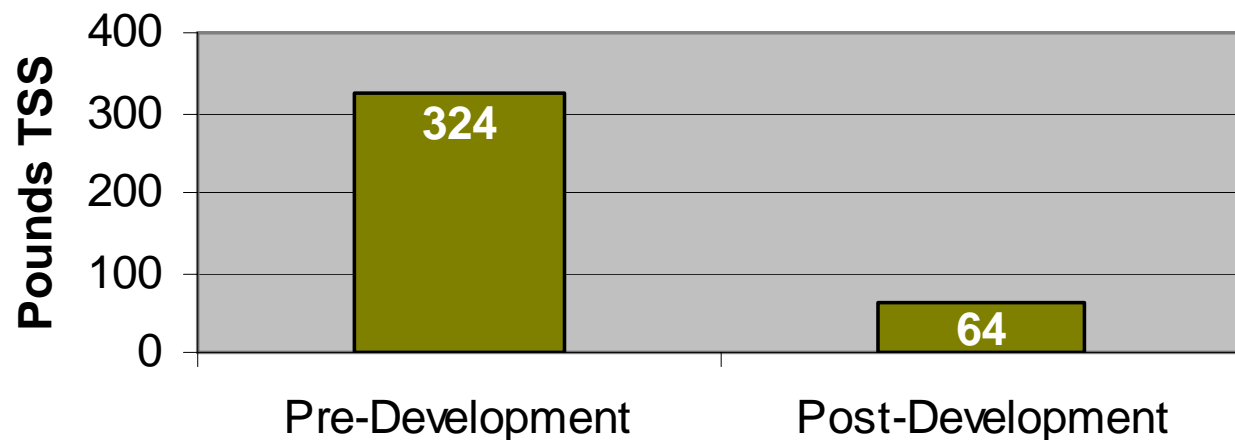
Successful

36%

65%

20% less in commute-related emissions

**Stormwater Quality:
Annual Total Suspended Solids
Discharged to Menomonee River**



Laying the Groundwork: Infrastructure

Emmber Lane Bridge



Laying the Groundwork: Infrastructure

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6th Street Bridges



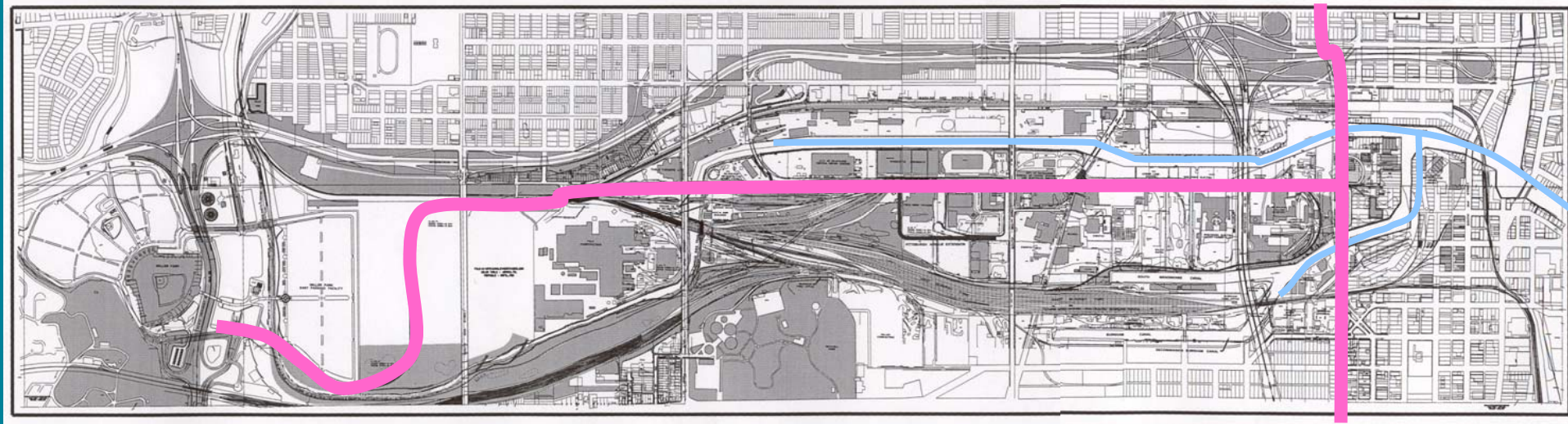
Laying the Groundwork: Infrastructure

Hank Aaron State Trail



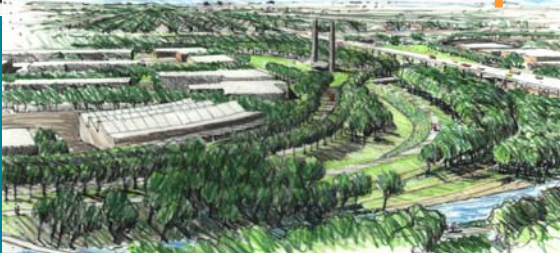
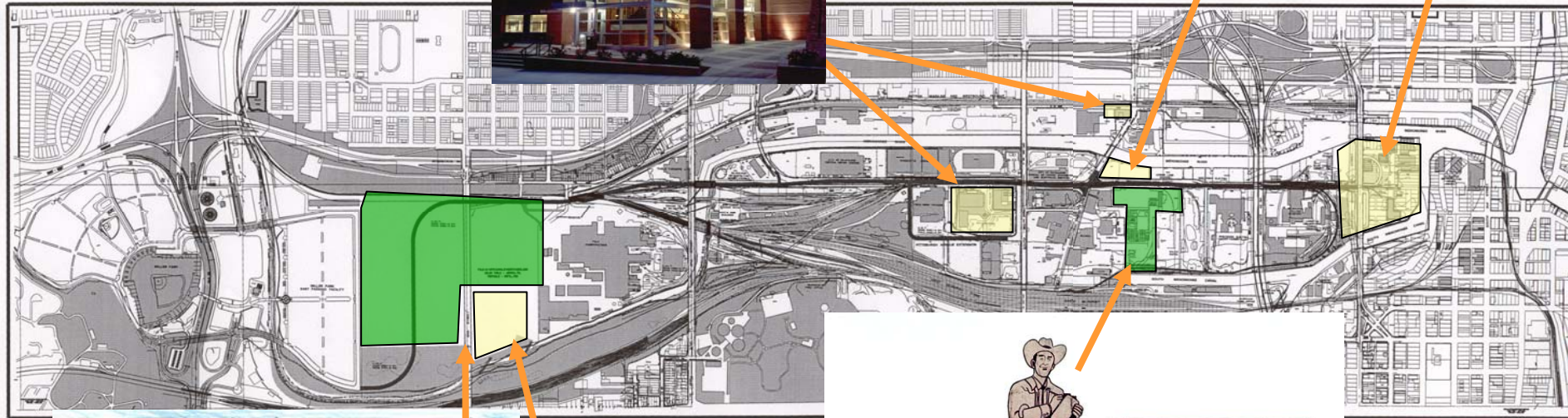
Laying the Groundwork: Infrastructure

Canal Street Reconstruction & Extension



Opportunity for Milwaukee

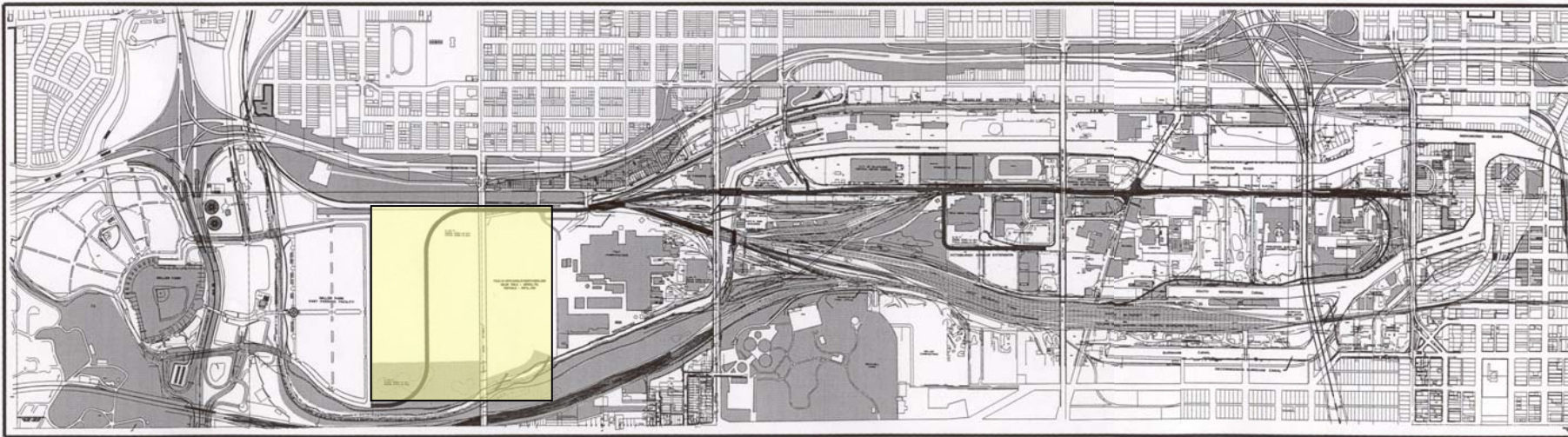
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Doing the Ground Work

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Applying the Principles at the Site Level -- 140 Acres



1920s



1990s



Competitive Approach to Site Design

2002 National Design Competition

- 6-month Process
- 25 Submissions
- 4 Finalist Design Teams: Interdisciplinary Approach
- Nationally-Recognized Jury'
- National and Local Funders



Defining the Design Challenge

- Land Use & Economic Development
- Transportation
- Stormwater & Floodplain
- Environmental Contamination
- Ecological Restoration
- Community Connections



Extensive Input from Many Sources

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Design Response: CRJA

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overall plan
900,000 sf alternative

1" = 200'



1.3 million sf alternative



Design Response: Jones & Jones

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LIFEFORMS

CONCEPT KEY

As a regional center, it creates places for people, and great opportunities for economic development. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn.

THE MESSAGE

The design response is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn.

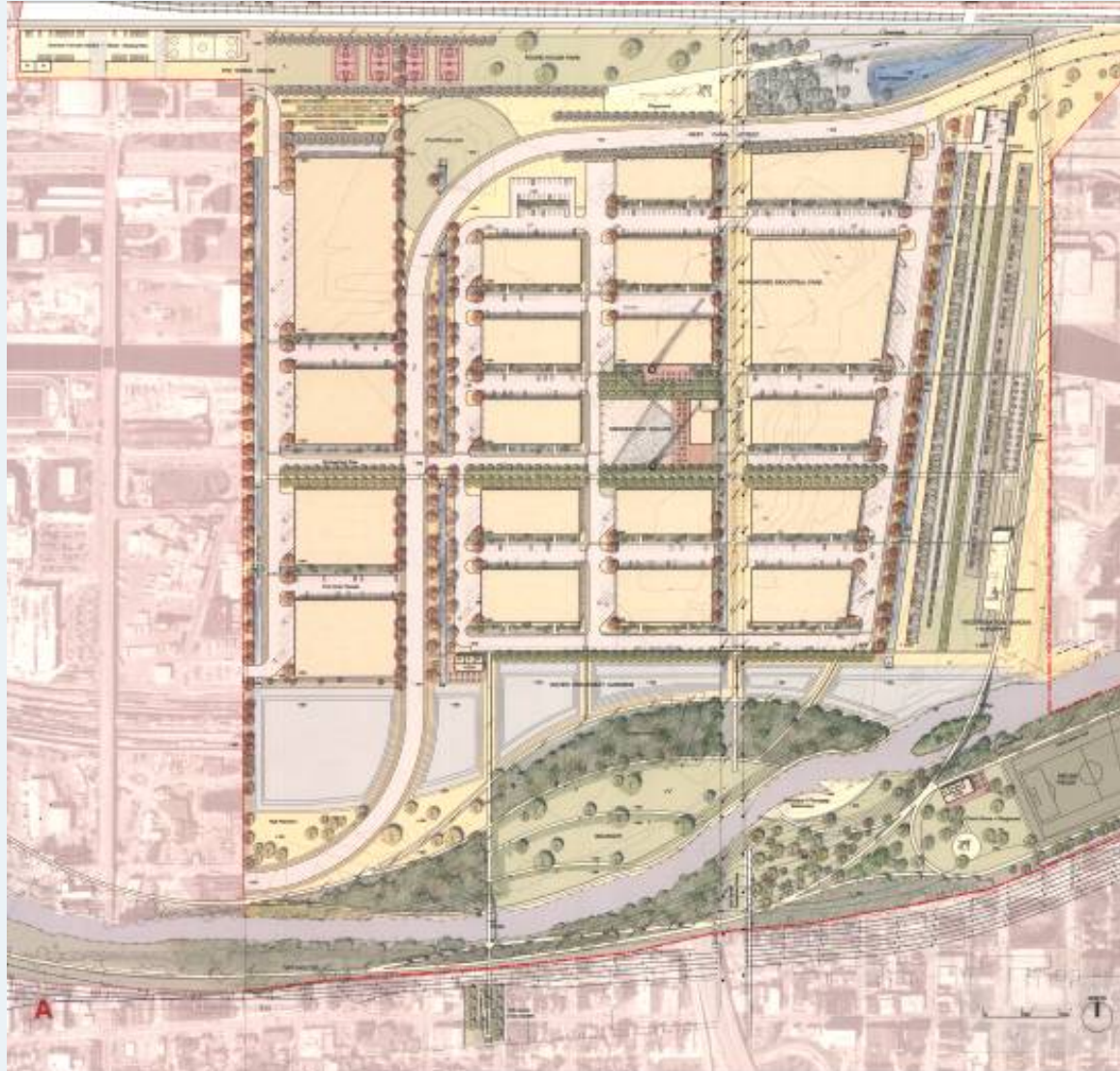
THE DESIGN

The design response is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn. It is a place where people can live, work, play, and learn.



Design Response: d.i.r.t./SSA

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Design Response: Wenk Associates

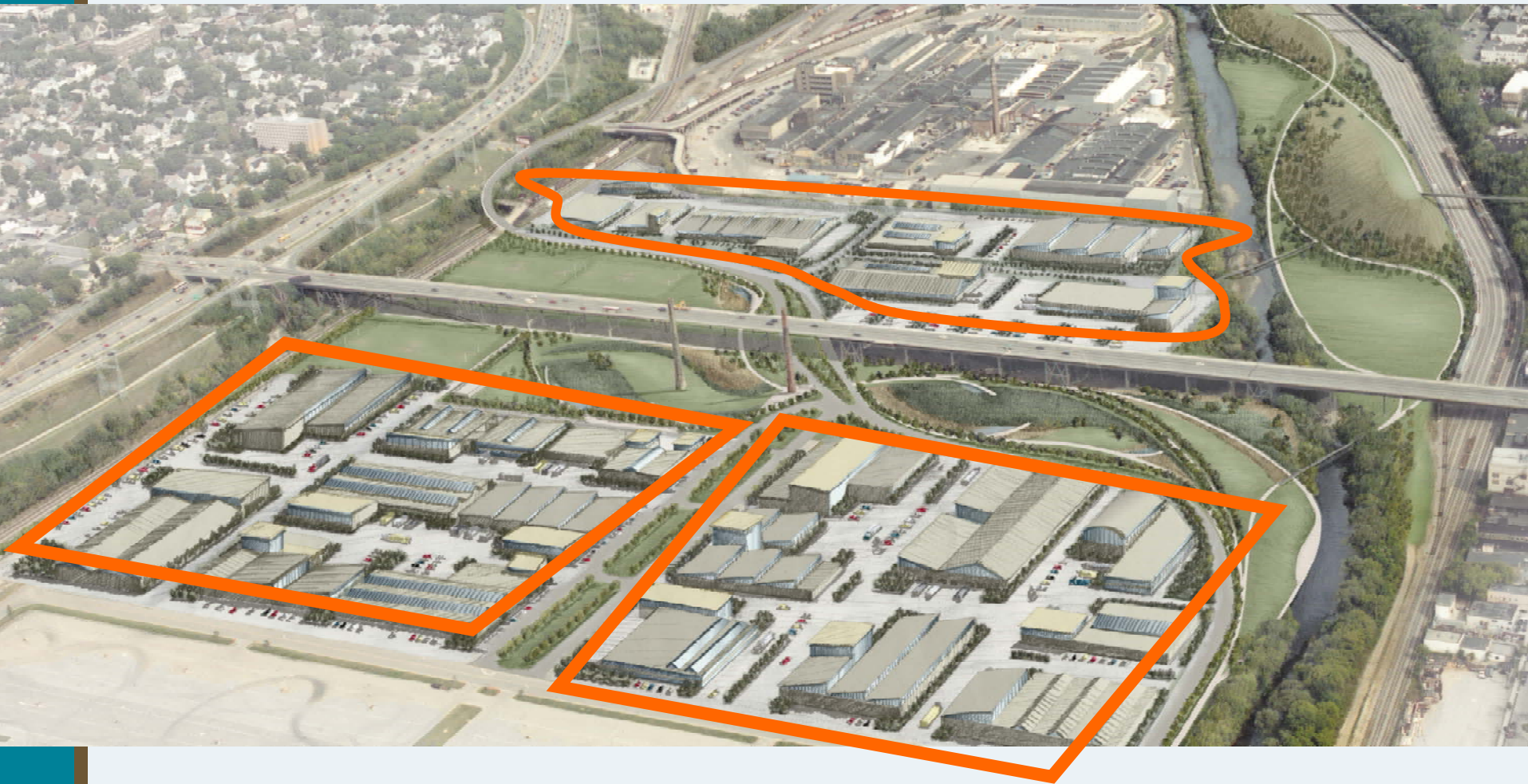
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Industrial Center and Community Park

Milwaukee's most visible eyesore is now one of our most viable opportunities to attract jobs to the city."

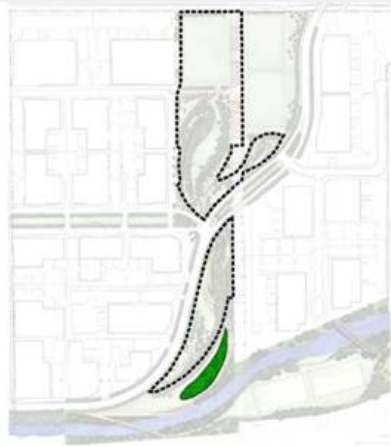
- Mayor Tom Barrett



Stormwater Park

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100 acres : 0 surface water discharge!



Storm Water Management Areas



2 Year Storm Detention



5 Year Storm Detention



100 Year Storm Detention



2 Year Storm Event



5 Year Storm Event



100 Year Storm Event

Industrial Center

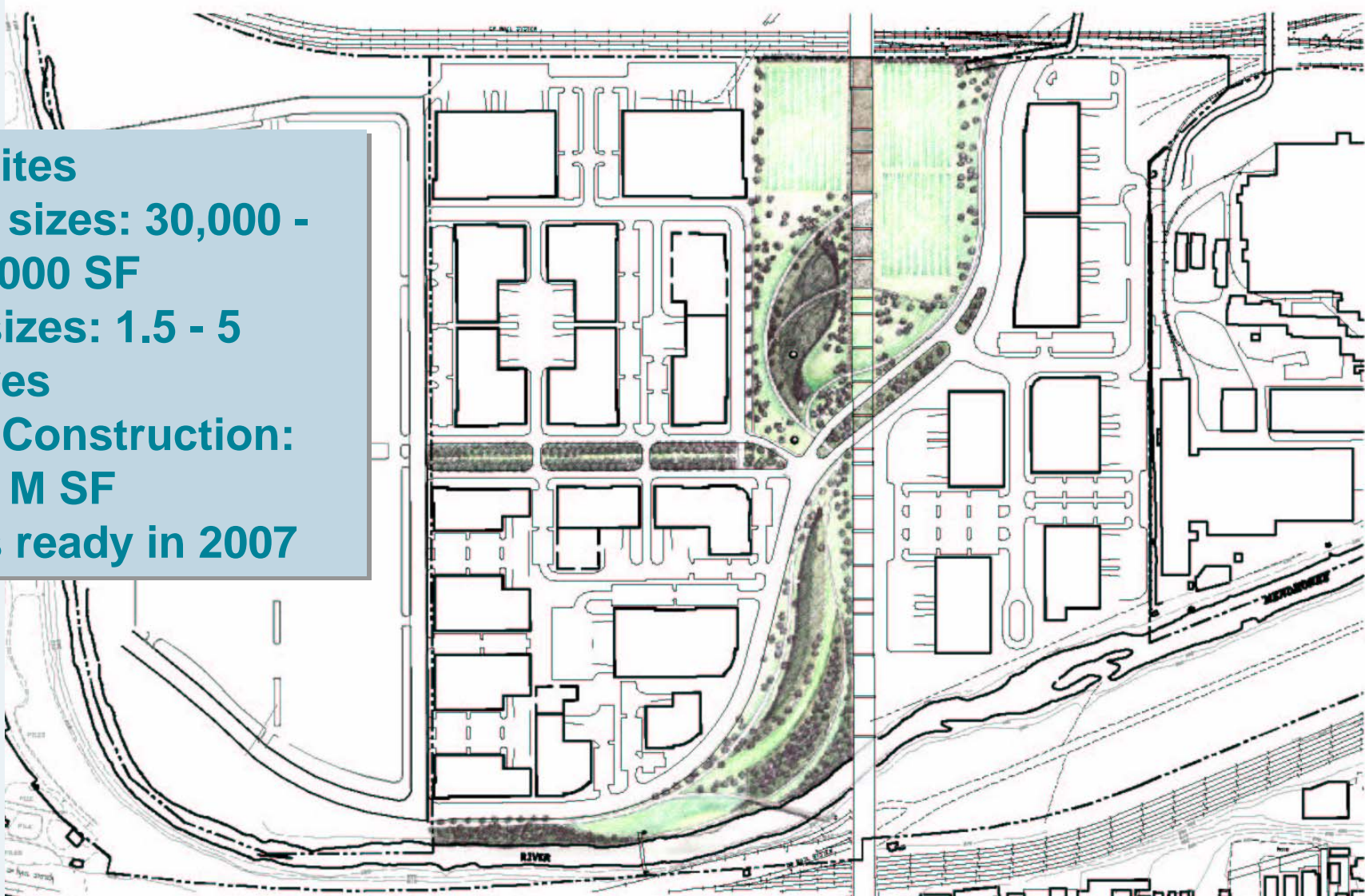
20 Sites

**Bldg sizes: 30,000 -
90,000 SF**

**Lot sizes: 1.5 - 5
acres**

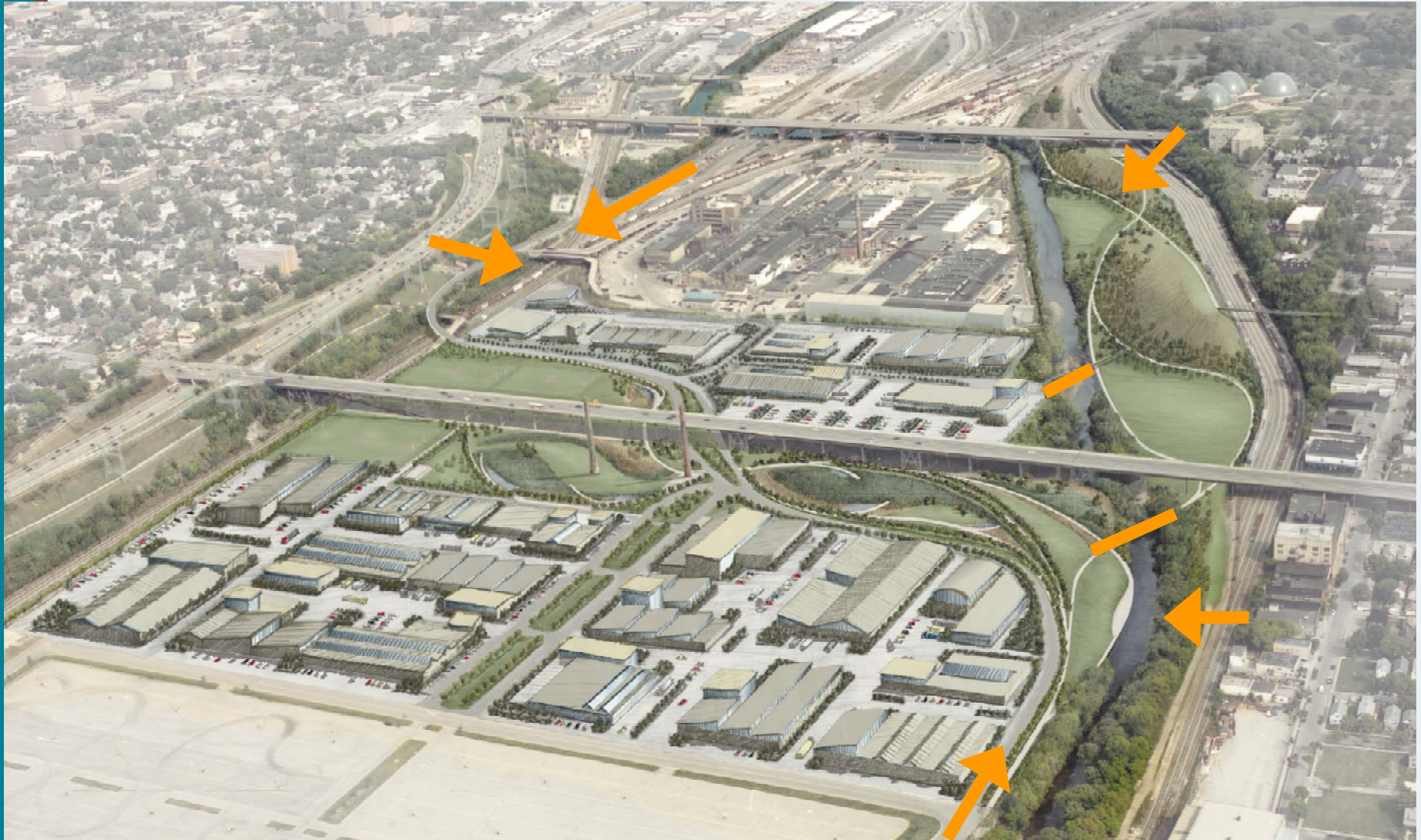
**New Construction:
1.1 M SF**

Sites ready in 2007



Connections

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Hank Aaron State Trail

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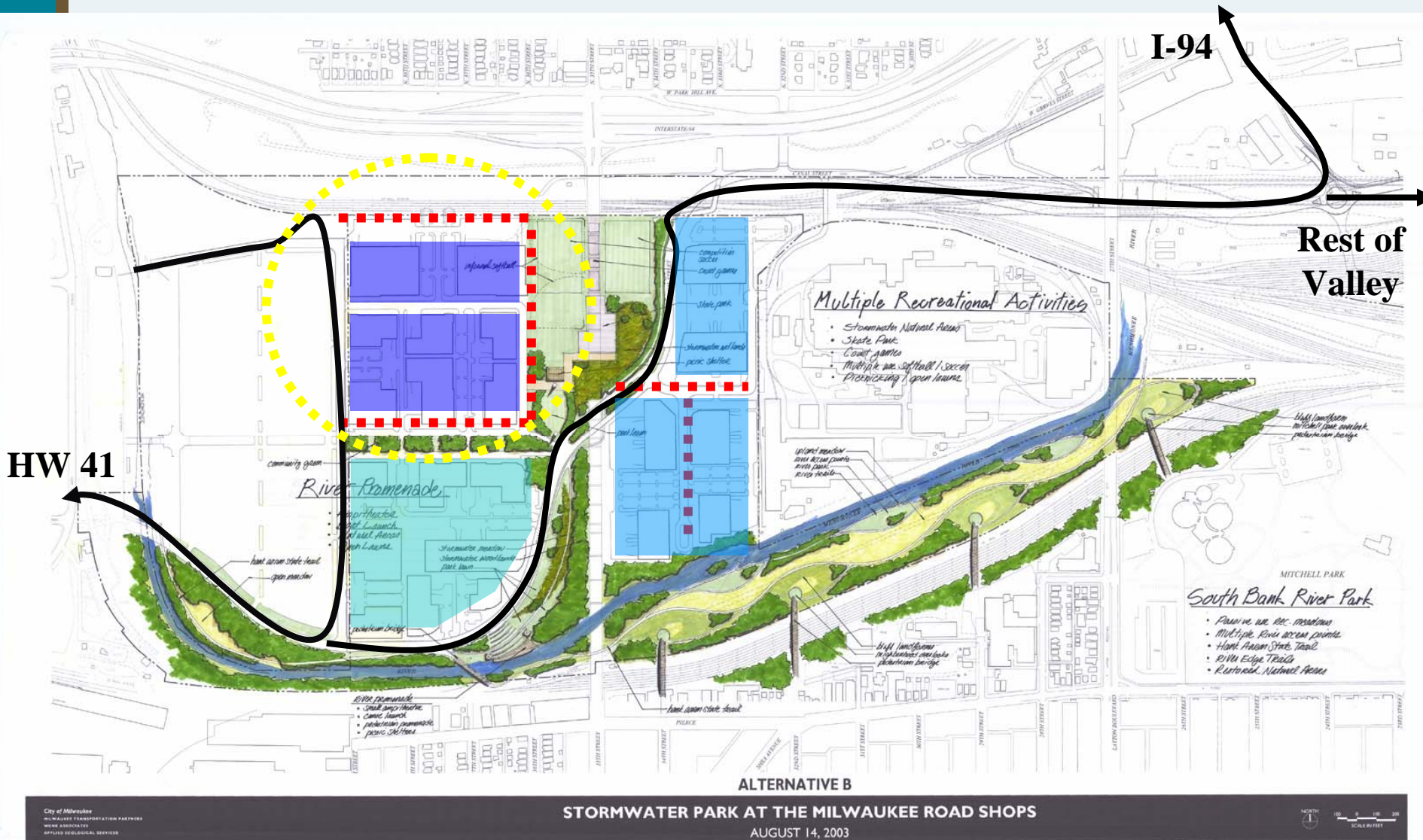
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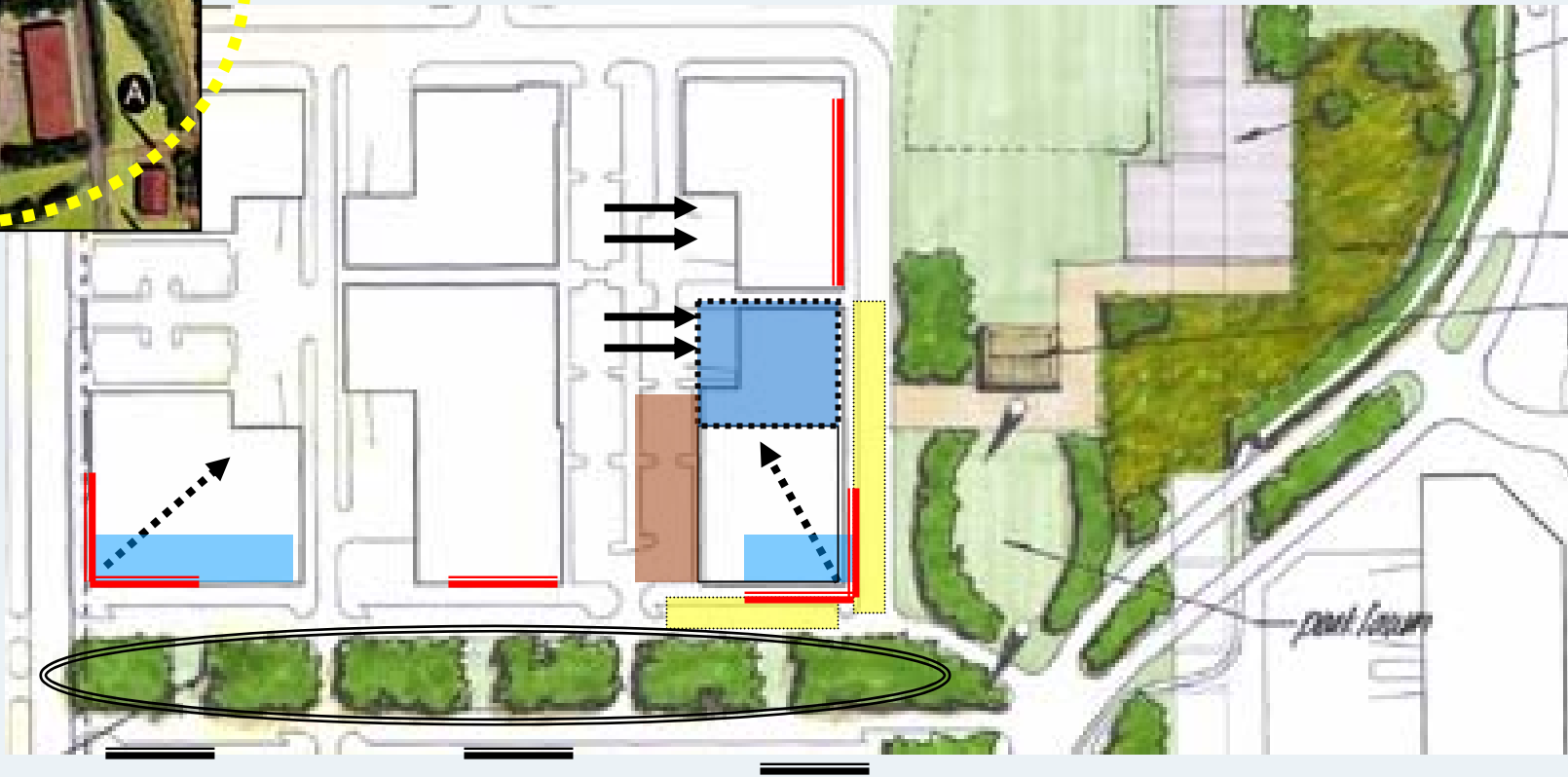


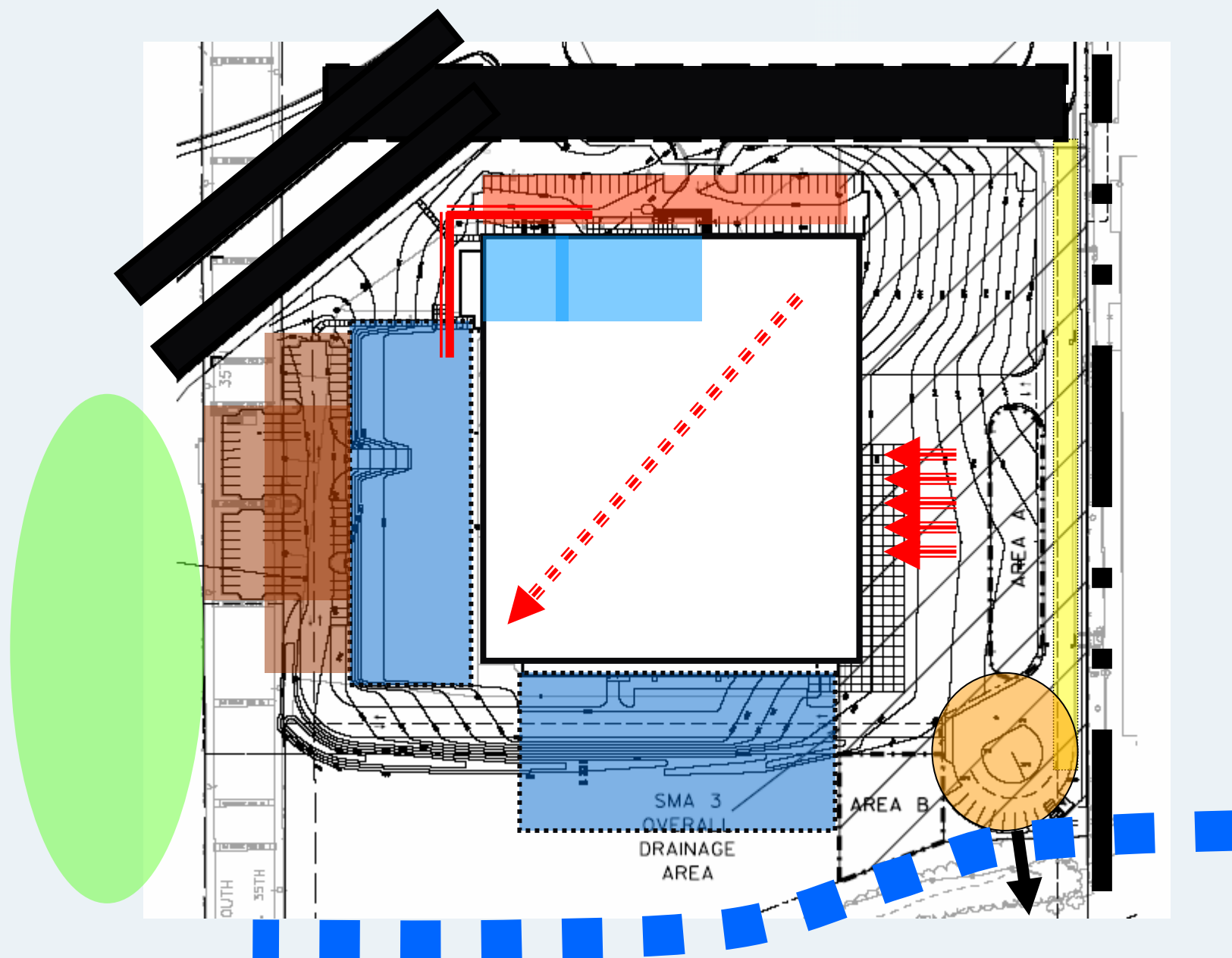
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(New) Urban Efficiencies







Lessons Learned & Best Practices

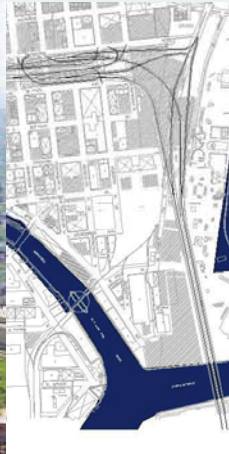
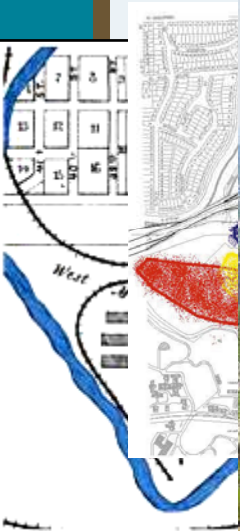
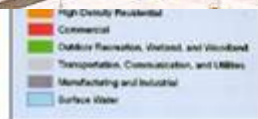


Scale of application & context is key

Monominee River Watershed

Scale – Make it Compelling

A



Good Planning 1

Make Places People Want to Return To

Broaden Involvement in Meaningful Ways

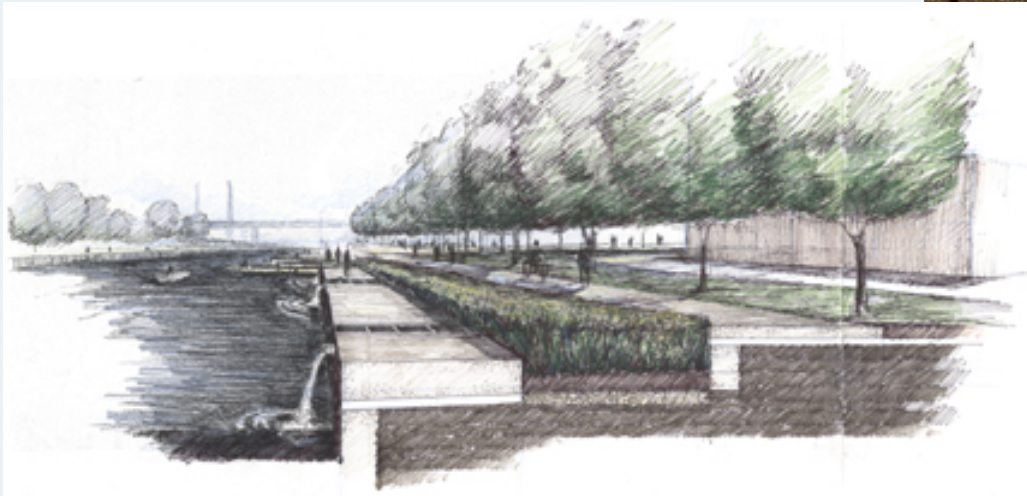
- Public Participation
- Minority Contracting



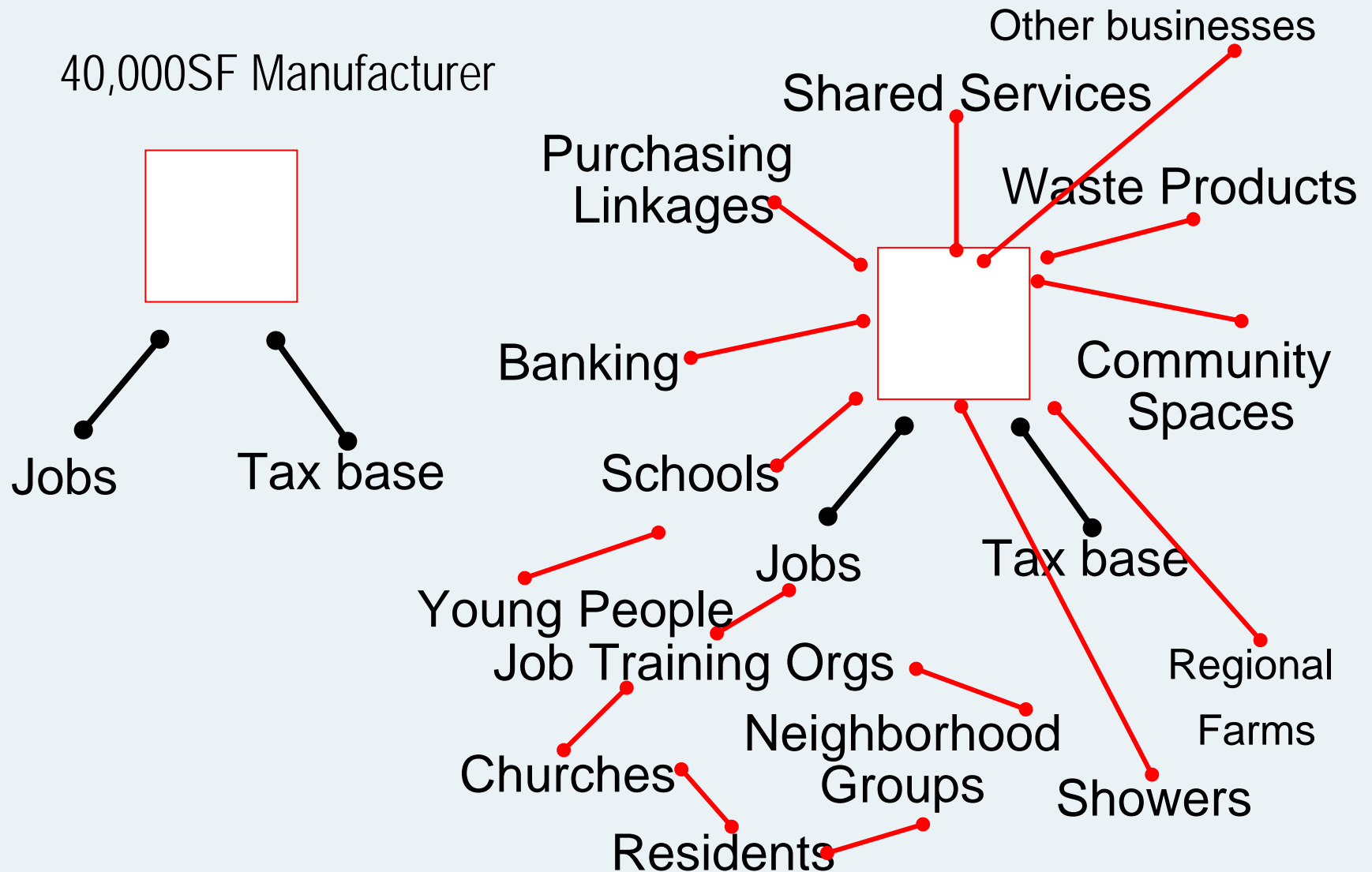
Good Planning 2

Each Solution Can Solve Multiple Problems

- Pedestrian Access to the River
- Use of real estate/natural “asset”
- Water quality
- District-wide benefits



Look differently at “Connectedness”



Connect Where it is Relevant to a Broader Audience



Concrete Recycling

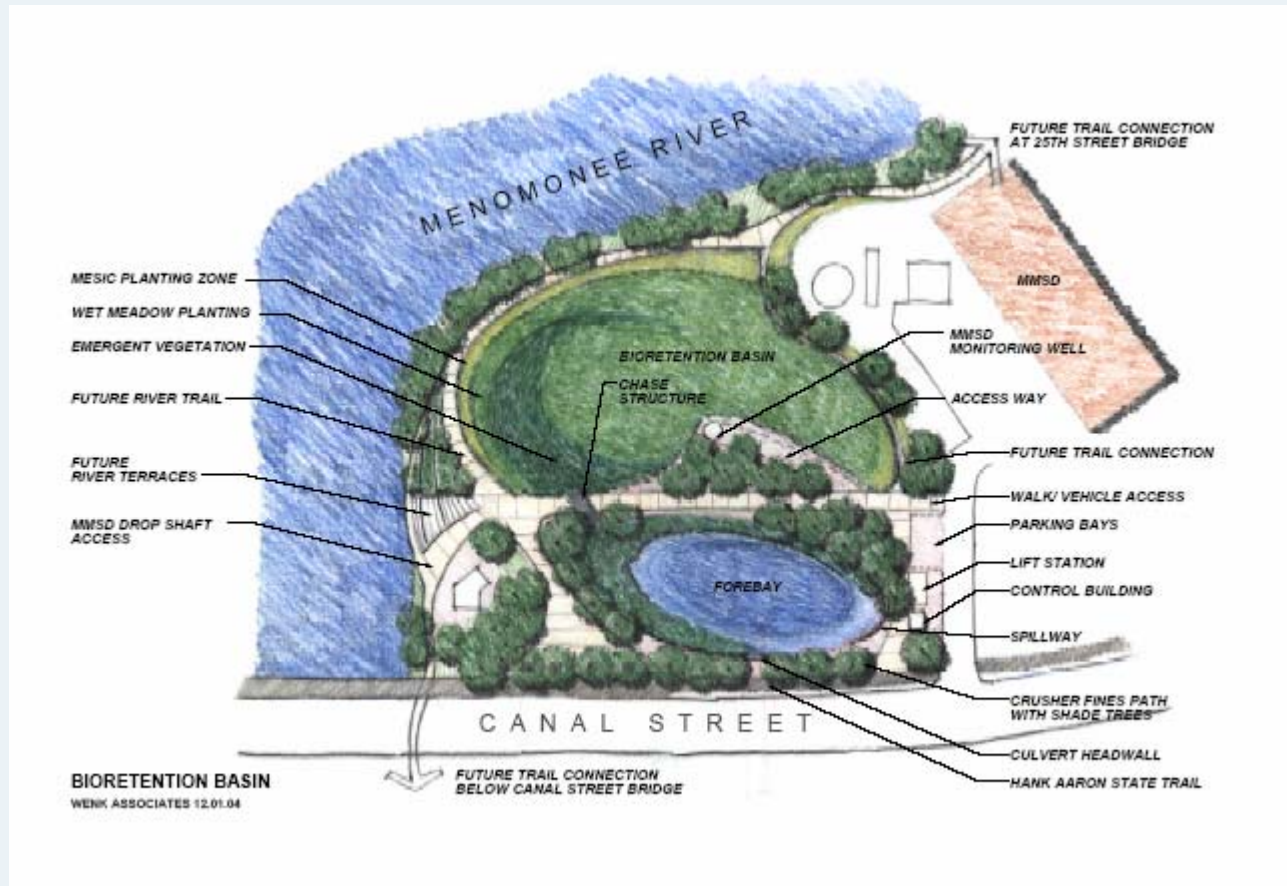
Sigma, Midwest Rail found ways to make reuse pay

WasteCap Wisconsin

C&D Debris Recycling

New Markets for materials

By Creating Champions, You'll Transform Systems



Public Private Partnerships

“Not Government”

Shift the lead, tap add'l \$

Public Good

Master's Tools?

Who speaks for “the community?”

Communities of Geography & Interest

Power-- Broadening the Circle



Menomonee Valley Partners

Contact Information



Menomonee Valley Partners

www.renewthevalley.org

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414-286-5800

